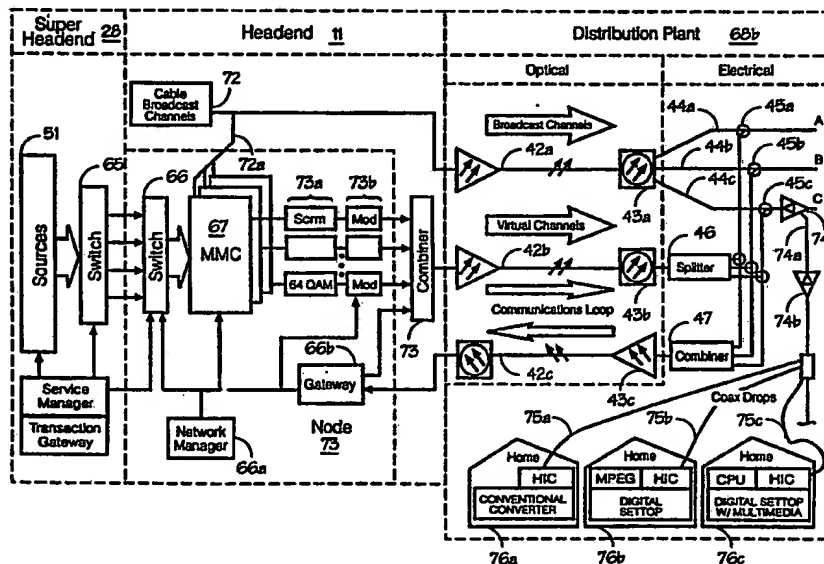




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<b>(51) International Patent Classification <sup>5</sup> :</b>  <b>H04N 7/173</b>	<b>A2</b>	<b>(11) International Publication Number:</b> <b>WO 93/22877</b>  <b>(43) International Publication Date:</b> 11 November 1993 (11.11.93)
<b>(21) International Application Number:</b> PCT/US93/04473 <b>(22) International Filing Date:</b> 3 May 1993 (03.05.93)  <b>(30) Priority data:</b> 07/877,325      1 May 1992 (01.05.92)      US  <b>(71) Applicant:</b> ICTV INC. [US/US]; 280 Martin Avenue, Santa Clara, CA 95050 (US).  <b>(72) Inventors:</b> HOARTY, W., Leo ; 444 Saratoga Avenue, #5D, Santa Clara, CA 95050 (US). SOSKE, Joshua ; P.O. Box 2345, Sunnyvale, CA 94087 (US). LAUDER, Gary, M. ; 2 East 67th Street, New York, NY 10021 (US). SNELL, Stephen, C. ; 6312 Baseline Drive, Aptos, CA 95003 (US). FISHER, Delmer, D. ; 503 Simas Drive, Milpitas, CA 95035 (US). NORTH, John ; 736 Mountain View Avenue, Mountain View, CA 94041 (US).		<b>(74) Agents:</b> SUNSTEIN, Bruce, D. et al.; Bromberg & Sunstein, 10 West Street, Boston, MA 02111 (US).  <b>(81) Designated States:</b> JP, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL; PT, SE).  <b>Published</b> <i>Without international search report and to be republished upon receipt of that report.</i>

**(54) Title:** INTERACTIVE HOME INFORMATION SYSTEM**(57) Abstract**

A system in some embodiments achieves distribution of conventional cable services in traditional manners while providing interactive television information services on a demand basis using a switching arrangement, and it does so while permitting both types of service to be accessed, as in the past, by the single action of channel selection. In a preferred embodiment, an interactive television information system, providing interactive cable television service when coupled to a cable television system, has (i) an information source available at a headend (11) for supplying a plurality of information services and (ii) an information service distribution (68b) network for delivering the information services to subscriber televisions. Various architectures are provided.